Healdsburg

California

and Surroundings

HEALDSBURG

CALIFORNIA

AND ITS SURROUNDINGS

Compiled and Published

by the

Healdsburg

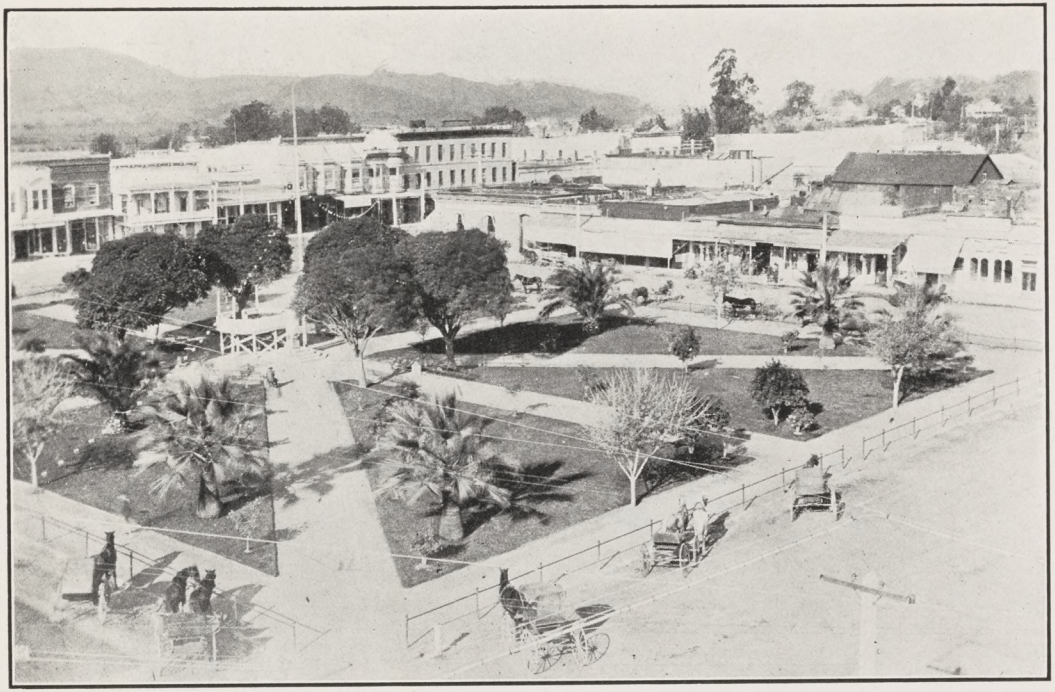
Chamber of Commerce

FOR FREE DISTRIBUTION

1909

FACTS ABOUT HEALDSBURG, CAL.

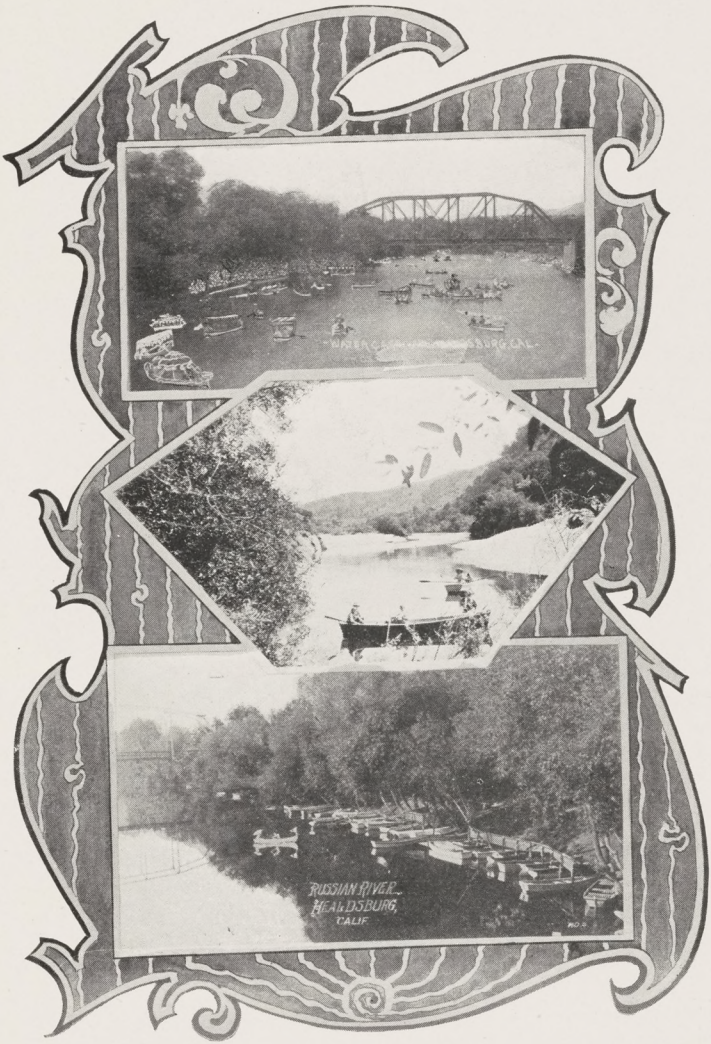
It is in Sonoma County, California.
Population, 3,000.
Elevation, 99½ feet.
Average rainfall, 43.59 inches.
Mean temperature, 62 degrees.
Assessed valuation inside city limits, $971,708.00.
Owns its water and electric light plants.
Two substantial banks.
Bank deposits, $1,000,000.00.
Splendid High School.
New, modern grammar school.
Eight churches.
Two good hotels.
Three newspapers.
Business houses in prosperous condition.
Several large wineries.
Four fruit packing and canning houses.
Prunes, average yield, 3,800 tons, dried.
Grapes, average yield, 20,650 tons.
Hops, average yield, 625 tons, dried.
Tomatoes, average yield, 3,000 tons.



Healdsburg Public Square

PROLOGUE

IT IS the intention of this booklet to convey to the reader the simple, plain facts regarding the City of Healdsburg and its surrounding country. Descriptive writers are often prone to paint in the highest coloring their word pictures of a land beautiful, to overdraw on imagination and romance, and, in their enthusiasm, to forget the real, practical, everyday life. The prettiest scenes in all the world are the hills and the valleys, the woods and the streams, the flowers and green meadows. Where these are given in their highest perfection and wedded with a land, unsurpassed in fertility, that will grow every variety of product that an epicure might demand; where climate is an eternal Springtime, and the skies of bluest ether, one is almost to be pardoned for forgetting the cold facts, and writing in the spirit of romance. These are all ours, of this vale of Sotoyome. But we leave the picture safe in the hands of the critic, and turn in our thoughts to the real and practical, to the commonplace and actual of our land—to its products, their bountiful and enormous yield, of our home life, and our people as they really are. The pictures in this booklet are as real as the art of the photographer can make them, and the thoughts told in words are as true as the figures of the mathematician. We invite the stranger to read this booklet, and if he be tired of the rugged and rigorous part of life, to come to our land and be one of us, a happy, prosperous and contented people.


RUSSIAN RIVER
HEALDSBURG,
CALIF.

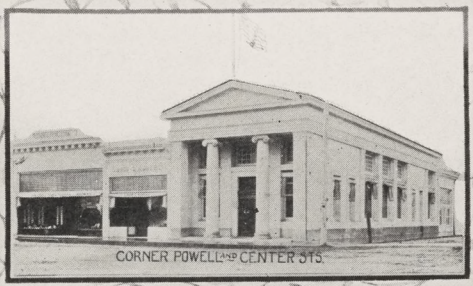
HEALDSBURG

Healdsburg is a city of the sixth class with a population of 3,500, which includes the residents on the streets adjacent to the city proper, which in reality is a part of the city.

It is located in the very heart of the rich and fertile Sonoma County, California. It is 65 miles north of San Francisco, on the line of the Northwestern Pacific Railroad. It is 16 miles north of Santa Rosa, the county seat of Sonoma County. The city itself is built on the sloping ground which reaches down to the valley made by the confluence of the Russian River and Dry Creek. Its business buildings and residences are on the higher ground, which gives a good foundation for structures, and a natural drainage system. Its business blocks are constructed prinicpally of brick and concrete, while its dwellings are mostly frame buildings, up-to-date and modern in their architecture and interior finishing. About the homes are green lawns and gardens of flowers, which, under the mild temperature, bloom the entire year. The streets are graveled, and hard even during the winter rains, and in summer are sprinkled, keeping the homes free from dust.

Over four miles of cement sidewalks are laid in the city, and each year the walks are extended, until soon they will reach over the entire city. Along the walks and streets are shade trees, tropical in suggestion—the magnolia, palm, poplar, eucalyptus and umbrella trees—in fact, every variety of growth that adds to the comfort and beauty of the city. In the city's center, and surrounded by the business houses, is the Plaza, after the old Mexican style, which is kept green in lawn throughout the year. Surrounding it are magnificent maple shade trees, while within it grows luxuriantly the palms of the tropics, oranges and lemons of the South, and beautiful roses that bloom through all the seasons. During the summer months a local band renders concerts in the Plaza each Saturday evening, which are enjoyed by hundreds of the town and country people, making a gala scene of festivity.

The elevation of Healdsburg is 99½ feet above the sea level. It has an average rainfall of over 43 inches, and a mean temperature of 62 degrees.



CORNER POWELL AND CENTER STS.

CITY HALL.

WEST STREET

SCENERY

Healdsburg and its surrounding country are especially noted for beautiful and picturesque scenery. The city itself is nestled amongst beautiful evergreen magnolias, madrones, palms, orange and every variety of shade and ornamental trees and shrubs. It is just at the base of Fitch Mountain on the east, which rises to a height of 800 feet in benches and declivities from the banks of Russian River winding at its base. From every point of view may be seen a picturesque panorama of Nature's most beautiful blendings in valleys of fruitage and wooded hills. Russian River itself lies just at the eastern edge of the town. Its banks are lined with willows, cottonwood and alders. In spring and autumn its waters are clear and limpid, running in ripples and then again in deep pools, the home of the bass and trout. In winter it rushes a torrent from the mountains, carrying the alluvial sediments which it deposits over the land along its banks, making the fertility of the far-famed Russian River Valley lands. Mountain streams fed by springs run down from the mountain slopes to the valley lands. Along these streams are groves of redwood or fir, of pepperwood and oaks, forming pretty dells for camping and outings. Away in the distance may be seen the blue peaks of the Geyser Range and Mount St. Helena, which form a background of wild and rugged beauty. In early days the valley about Healdsburg was given the romantic and poetic name of "Sotoyome Vale." Sotoyome is an Indian name, supposed to be from *Soto*, the name of a chief, and, *yome*, meaning home. The whole would then be rendered "The home of Soto." Another rendering is "The Vale of Flowers," and well it might be, for during the springtime, and far into the summer, the valleys and hills are literally a carpet of wild flowers of every variety and hue. One can wade knee-deep amongst the great Golden Poppies, through fields of buttercups and blossoms blue and red, colored by the brilliant sunshine and kissed by the soft winds from the South. They are yours for the plucking, these gifts from the goddess who paints the flowers. Along the foothills are all manner of flowering trees and shrubs, and late in the autumn the madrone and the holly make red the hillsides with their bright-colored berries. It is a land of wonderful changes in its kaleidoscope of beauty.

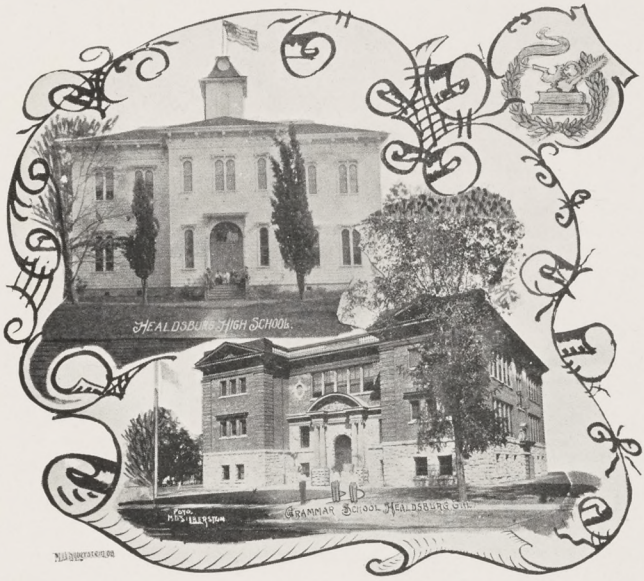
ITS EDUCATIONAL FACILITIES

Healdsburg has a splendid Grammar School, built of brick and stone, containing large and airy rooms for its pupils. It is practically new, having been erected in 1907 at a cost of $35,000. It has an efficient corps of teachers, who instruct in the grades in all modern methods. The city has also a well-equipped High School, the large building being located in commodious grounds centrally located. In this High School are taught the higher

branches of education, which fits the pupils for matriculation to the universities without examination. It comprises also a commercial course—teaching bookkeeping, stenography and typewriting. Private teachers in the city give lessons in music, languages and art. Healdsburg has good educational advantages.

LIGHT AND WATER

The municipality of Healdsburg owns its own light and water system. The power for the plant comes from a mountain reser-



voir fed by large springs. Electricty for lights (an all-night service) and power is thus generated by a gravity system of water from Nature's fountains. The city's water is pumped into reservoirs by this electric power from great wells, which furnish an abundance of pure, cold water. The charges for electric lights and water are at a minimum. Notwithstanding the low rates, the revenue from the plant creates a surplus amply sufficient to meet the cost of all necessary repairs and extensions.

POWER

City ownership of lights and water give exceptionally low rates. Electric lights are only 10 cents per k. w., with a minimum rate for domestic use of 50 cents, and for commercial purposes of $1.50. The water rates are 8 cents per hundred, with a minimum rate of 50 cents. For power the rate is from 2½ cents to 4 cents per k. w., the variation being made for the horse-power of the motor. The minimum rate is 50 cents per h. p. These exceedingly low rates give special inducements for the establishment of factories where power is needed.

CHURCHES, ORDERS, ETC.

Healdsburg has eight churches, namely, Methodist Episcopal and South Methodist, Presbyterian, Christian, Baptist, Catholic, Episcopalian, and Adventist.

It also has many fraternal orders, which are in a prosperous condition. Several of them own their own halls, which are imposing structures. There are three newspapers published in the city, two weeklies and one semi-weekly. There are two leading hotels, which furnish splendid accommodations to the traveling public. There are two banks, well capitalized, doing safe and profitable business. Deposits are taken and capital furnished for the promotion of business enterprise. In the city hall is located a free library containing over 3,000 volumes. It is maintained at the expense of the city. A movement is pending for securing a Carnegie library building. The local Chamber of Commerce also has an exhibit room in the city hall, which makes a splendid display of the products of the surrounding country. Visitors are especially invited to visit these rooms and view the fruits and garden products. Healdsburg has many large business houses, which carry stocks of the very best. They buy and sell produce, and are well fitted to compete with any line of business in the West. Healdsburg also has a theater, a public hall, and several places of amusement. A Ladies' Improvement Club also attends to the beautifying and adorning of the city.

AN ANNUAL CARNIVAL

Russian River runs just at the eastern edge of the city limits. Across this river every year, in the spring, a dam is constructed, which forms a lake of impounded water nearly two miles in length. This affords a long stretch for boating, fishing and bathing. A Water Carnival is given annually on the banks of the river, and is attended by thousands of people who come from far and near to share in the sports and amusements. This carnival is always looked forward to with anticipation by the lovers of aquatic sights and sports, and each year it becomes a greater source of pleasure.

Peach Orchard

ADJACENT VALLEYS

Healdsburg is so located that it forms the central axis of four rich and productive valleys, which pay tribute to it in farm and orchard products, and where the home people transact their business.

On the north, at a distance of five miles, is situated Alexander Valley, a large productive section. On the west, adjoining the city and stretching 14 miles to the northwest, is the Dry Creek Valley, one of the most fertile and prolific portions of all California. It is dotted with beautiful homes, and is in itself a garden spot of thrifty farms and orchards. On the south and the east lies the Russian River Valley, which is known far and wide for the wonderful productive qualities of its alluvial deposits. Farther to the east is Knight's Valley, at the base of Mount. St. Helena, and on the north the Lytton lands, both tributary to Healdsburg. From the valleys the foothills slope away in gentle declivities, affording splendid grazing and timber lands.

INDUSTRIES

Within the city limits are three fruit canneries and three fruit-packing establishments. These houses handle the fruits and products of the local orchards and gardens. During the harvest season they are the scene of life and activity, employing hundreds of men, women and children, who receive thousands of dollars annually for their work. The pack of fruit turned out from these houses commands the highest price in the market. Flavor, quality and size make the output unsurpassed by any other fruit section in the world. Within a small radius from Healdsburg are several packing houses where apples and prunes are packed, and the waste from the apples made into the purest of cider vinegar.

VINEYARDS AND WINERIES

One of the leading productions of the land surrounding Healdsburg is the cultivation and raising of grapes. For the table and wines the fruitage of these vineyards cannot be excelled in the world. Thousands of acres of the hillsides and lower lands are planted in vineyards, which yield an enormous harvest. From ten to fifteen tons to the acre is not an unusual crop. The harvest from these vineyards generally commands a price ranging from $15.00 to $25.00 per ton. Much of the foothill land is composed of a red, loose soil, the vintage from which produces the finest quality of dry wines.

To convert the juice of the grape into wine, many large wineries and cellars have been built in Healdsburg, and the surrounding country. The cooperage of these wineries will reach into the millions of gallons. During the vintage, roads leading to these wineries present a long procession of teams with their heavy burdens of grapes, en route to the wineries as their destination. The crushing and the preparation of the wines at the

FARM NEAR HEALDSBURG, CALIF

FRUIT GROWING, HEALDSBURG, CALIF.

PRUNE PICKING, HEALDSBURG, CALIF.

cellars presents an animated scene, and thousands of hands are kept busy in the vineyards and the cellars.

PRUNES

Surrounding Healdsburg are thousands of acres of prune orchards, the growing of prunes being one of the staple industries of this section. Climatic conditions and soil are especially adapted to the production and curing of prunes. They equal, and even excel those raised in the famous Santa Clara Valley. The yield is always heavy, and the price paid in the market is above the average on account of size and flavor. These prune orchards usually yield from 5 to 10 tons per acre, as sold on the trees. The net income is frequently $250 per acre.

Prunes grow best and yield most heavily on the bottom lands. A five-acre orchard of prunes is a splendid investment, and will easily support a family and make a bank account.

HOPS

The Russian River Valley is known as one of the greatest hop-raising sections of the West. The vines bear heavily, and the hop matures above the average size. The large fields give employment to thousands of hands during the picking season. These pickers generally camp out on ground furnished free by their employer. Good pickers make from $3.00 to $5.00 per day, besides enjoying the relaxation and charm of camp life. Each yard has its own house for curing the hops.

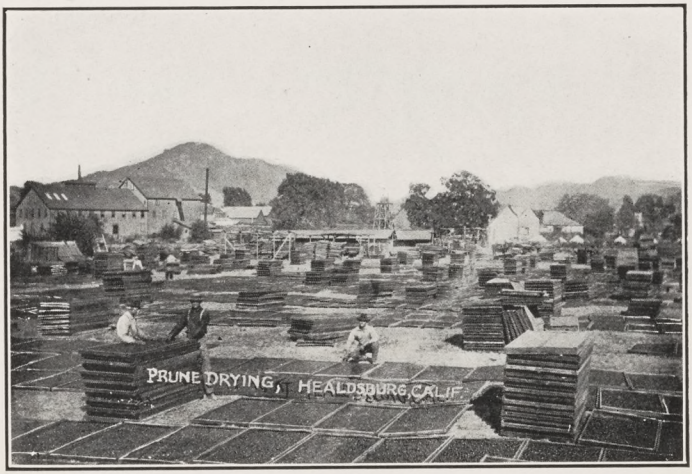
APPLES

What are termed the Mountain Apples of the Healdsburg section are unequaled in any part of the State. Lands of the foothills, and far up toward the tops of the highest hills of the Coast Range, produce apples of excellent size, color and flavor. The exhibit by the Chamber of Commerce of apples grown in this section was the wonder and admiration of all who visited the display. There are still great opportunities on the foothill lands for the propagation of apples. These lands can be bought for fom $15.00 to $35.00 per acre, and in large tracts for subdivision as low as $8.00 to $10.00 per acre, the more open portions of which will raise the very best of apples. Many apple orchards on the bottom lands yield a large profit to the owners.

PEACHES

Peaches grow best on the light loam soil of the valleys. This section is famous especially for its early Crawfords, its late Muirs, and its McClish and Lemon Clings. The peach of this section is large, firm and of delicate flavor, and grows without any irrigation whatever. They grow as Nature would have them, with those ingredients from the soil which make a perfect peach.

GOLDEN GATE ORPHANAGE NEAR HEALDSBURG.



PRUNE DRYING, HEALDSBURG, CALIF.

Peaches of this vicinity usually sell at from $20 to $45 per ton at the local canneries, and they often yield as high as 8 to 10 tons to the acre.

PEARS

Bartlett pears are the most profitable, and the best for canning and shipment of any grown in the Healdsburg vicinity. They are very hardy, and the pear orchards in the bottom lands require but little care or cultivation. On this account they are a clean, profitable crop, and are always in demand. They usually sell at from $20 to $35 per ton.

VARIOUS FRUITS

While we have prominently mentioned some of the staple fruit products of the Healdsburg country, all other fruits are grown as well, for this country is pre-eminently a fruit section. There are many orchards of plums, apricots, cherries, etc. All kinds of fruit find a ready market, and are much sought after.

TOMATOES

In the line of garden produce, the raising of tomatoes is perhaps in the lead. Hundreds of acres are yearly planted to tomatoes, which yield a large return. The canneries make a specialty of canning tomatoes. They, too, grow without irrigation, and the summer season is well adapted to growing and ripening them to perfection. The crop usually ripens after the rush of the fruit season is over, so that they can be handled alone in the canneries up to the time of the fall rains. An acre of tomatoes on the bottom land will produce on the average from 15 to 25 tons, while the price usually paid for them is from $6.00 to $7.50 per ton. Large fields are planted and cultivated by machinery, and the care of the plants is easy and inexpensive.

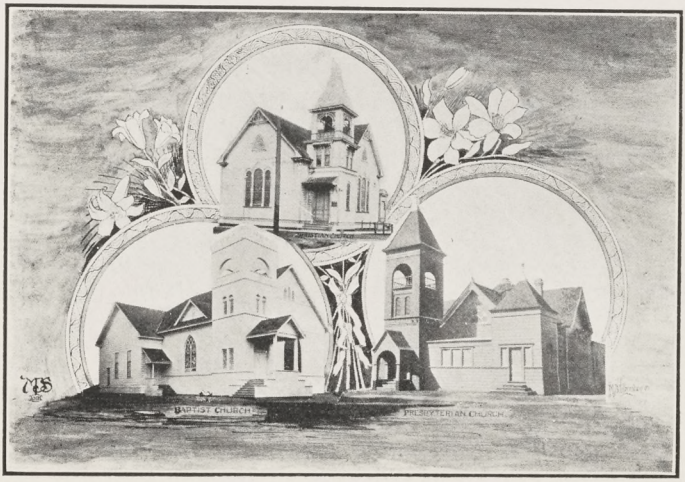
GARDEN TRUCK

There are many large gardens where all kinds of vegetables are raised for the table. These gardens, under intensified farming, produce several crops per acre each year, and the yield is therefore enormous and very profitable. Beans, squashes, potatoes, melons and all kinds of low-ground products yeild heavy crops from the rich alluvial river lands. Pumpkins grow to an enormous size, often weighing 100 pounds and over. Such root products as beets, carrots, etc. make a profitable fodder crop. Corn fields yield heavily, the stalks often being from 15 to 20 feet in height. This also grows without irrigation.

BERRIES

There are still many opportunities for raising in a large way various kinds of berries. The small fields of berries prove that this section is well adapted to their growth and perfect maturity. Blackberries, Loganberries and raspberries yield heavy crops, and

GATHERING POPPIES, HEALDSBURG, CAL.


BAPTIST CHURCH
PRESBYTERIAN CHURCH

there are many acres of land especially adapted to their growth, which will yield a splendid income if planted to berries. Strawberries grow very prolifically, and are in the local market very early, and far into the winter, often being fresh from the fields for the winter holiday tables. There are also good opportunities for the raising of currants and gooseberries for canning and preserving purposes.

NUTS

The culture and growing of walnuts has become one of the great factors of the land production. Light bottom land and the foothills are especially adapted to their growth. Three trees in particular in the lower end of Alexander Valley, which were brought to the writer's attention, yielded a net income two years ago of $115, nearly $40 for each tree. One may easily figure the profits of a walnut orchard of but 50 trees to the acre. An acre of walnuts of the best variety should produce from $500 to $1,000 an acre from trees of 10 years age or older. There are splendid opportunities in this section for the growing of walnut groves. Almonds also do well, and bear a good crop. Chestnuts, pecans, hickory and all kinds of nuts produce large crops, and the nuts are of exceptionally large size and quality.

Peanuts are often raised in small fields, and the soil and conditions are such that they would be a good and profitable industry.

ORANGES AND OLIVES

Several groves of oranges and olives bear well, and prove the adaptability of the land and climate to their production. Their culture has never been made a leading feature of the section, but the small orchards show that some day the raising of citrus fruits will be a profitable industry in Sonoma County.

STOCK

The growing of stock on the mountain ranges has always been a profitable source of industry. Many ranges containig from two to five thousand acres are devoted to the raising of cattle and sheep. On these stock ranches the animals usually run at large the entire year, the climatic conditions being such that the early fall rains start the new grass sufficiently to maintain the stock through the winter. The wet season is usually so warm that they do not suffer from exposure. There is always a greater demand for beef cattle and mutton than the local supply. Two clips of wool are taken from the sheep each year, and semi-annual "wool sales" bring the highest price for the raw material. Hogs are also raised, and are very profitable.

ALFALFA

Alfalfa has for years proved a very profitable hay crop on the valley lands. Often four cuttings are made each year, with an

Alexander Valley Cornfield

average yield of two and one-half tons per acre for each cutting. Irrigation is not necessary in this section for the raising of alfalfa. It is rated as one of the most substantial and profitable of farm crops. Fields of barley, wheat and oats produce heavy crops, but these cereals are now grown only for home consumption.

CREAMERIES

Located in the foothills near Healdsburg are several well-equipped creameries, which turn out a fine quality of butter and cheese; this is a growing industry. The monthly income from a cow may be estimated at from $8 to $10, which shows a good profit in the business. Healdsburg has a creamery in the town itself, where the products from small dairies may be handled.

MINERALS

Manganese, copper, limestone and many other varieties of minerals are found in different localities adjacent to Healdsburg. There are also quarries of building stone and marble, a few of which have been developed, and others are awaiting the hammer and chisel. Several cement quarries are also undeveloped, and offer possibilities for the investment of capital in this profitable industry.

WOOD AND LUMBER

But a short distance back from Healdsburg on the Coast Range are groves of magnificent redwood; some of these are still in their primeval solitude, awaiting the touch of the saw. These giant redwoods make the principal building material for wood structures in California. Oak, pepperwood, madrone and other hard varieties furnish a bountiful supply of timber for hard finishing, for furinture, and for fuel purposes. The tan oak is being rapidly cut, but there still remain several thousand cords of the bark. Within the city limits of Healdsburg are two lumber yards, and two planing mills, which furnish the local supply for building purposes. Wood ordinarily sells at from $5.00 to $6.00 per cord, and is the fuel in general use for home purposes. The growing of eucalyptus trees for commercial purposes is of special importance, and gives promise of being a profitable industry in this section. Trees planted several years ago have grown rapidly and to very large proportions. Experts on eucalyptus growing state that the rapidity of growth here is unexcelled. The timber of the eucalyptus, or gum tree, is used for ties, timbers, fuel, etc. while the product of the leaves is used for medicinal purposes. The trees require little care, and grow quickly again from sprouts after being topped.

RESORTS

Healdsburg and its near vicinity are fast becoming popular for vacations and outings for dwellers in the larger cities. Within a short radius from the city are many beautiful places built up

NO. 1059. ALFALFA PASTURE, ALEXANDER VALLEY.

WINERY AND VINEYARDS, HEALDSBURG.

NORTH STREET
HEALDSBURG CALIF.

for the accommodation of summer boarders, and for those who wish to enjoy their few weeks' vacation in the country. At these places the tables are always supplied with fruits and edibles fresh from the orchards and gardens. Fresh milk, butter and eggs are products of the resorts, and they come to the table in the purity of nature. Boating, bathing and fishing give pleasure and health to the outing. Two large tracts, not over a mile distant from town, are being subdivided and sold into lots to those who desire pretty summer homes. On these tracts hundreds of pretty homes will be built, which will add greatly to the prosperity of Healdsburg, where their money will be expended for needed supplies. Many farm homes, and even those within the city, take boarders through the summer season. Not far to the north are the celebrated Geyser Springs, one of the wonders of Nature, where the water boils and spouts in streams from many springs. Mineral springs of various ingredients are also quite numerous throughout the country. The water from many of these springs is of great benefit to those seeking health. There are still many opportunities for the building up of resorts, as the beauty of surroundings, and the short distance from the city of San Francisco make an ideal place for summer boarders.

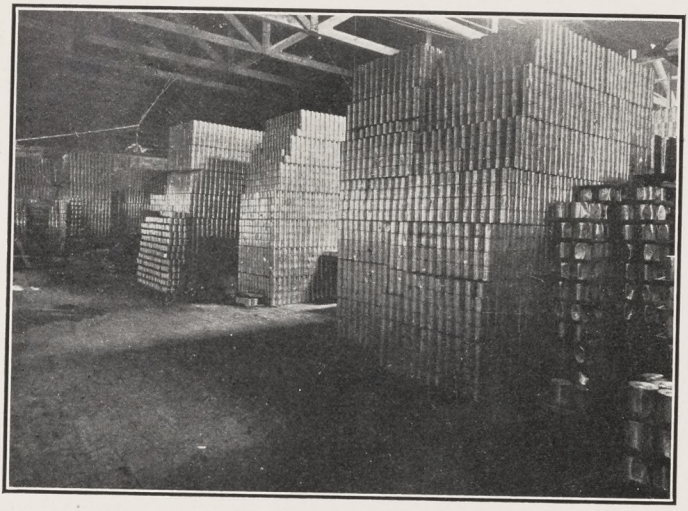
STAGE ROUTES.

A stage leaves Healdsburg every day, connecting with the morning train, for the world-famed Geyser Springs. The road traveled is over the old Foss route, noted for its picturesque and scenic beauty. The view from the road as it ascends the grade is of unsurpassed beauty, with the valley and the winding river far below. This trip in itself is one of the most picturesque routes of the Western coast, and is one of the attractive features of Healdsburg.

A stage also connects with the trains for Sweetwater Springs, a few miles south of Healdsburg. This is a pretty drive along the river and down the valley, where the great oaks and redwoods make a scenic route. Conveyances are always in waiting to carry passengers to the near-by resorts of Camp Rose and Fitch Mountain Tavern, which is a pleasing ride of but a mile outside of the city limits.

RAILROADS

The Northwestern Pacific Railroad runs two passenger trains daily to Healdsburg, one leaving San Francisco in the morning, arriving at Healdsburg before noon, and the other arriving in the evening. The time schedule changes for summer and winter months. Railroad connections are made at Tiburon and Sausalito, to which point passengers are carried across the Bay from San Francisco by ferry boats, a distance of about seven miles. It makes a pleasant ride by rail and water to the destination. The fare from San Francisco to Healdsburg is $1.50, with a special



Interior of Cannery

half rate for the round trip on Sundays. The Southern Pacific also makes connection at Santa Rosa for passengers en route to Healdsburg. Transportation on their line from San Francisco is via the Oakland ferry boats, and at Vallejo across the Carquinez Straits. A proposed and surveyed railroad as shown on the map will branch off from the main line at Healdsburg, following up the Dry Creek Valley to its head, and from there to the Coast. This line will tap the great redwood belt of the Coast Range. It will also bring in a large traffic of business from the coast to the Healdsburg country. By means of this road, a direct and picturesque outlet will be made to the Pacific Ocean on the West, which will afford a delightful outing for fishing and hunting and the enjoyment and health of the ocean breezes. The Northwestern Pacific will also soon close up the gap leading to Eureka on the north. From there they propose to build northward, connecting with the Sound Country, thus making a direct continental road connecting with the Eastern States, by this means putting Healdsburg on a transcontinental road. An electric road now runs north from Petaluma to Forestville and Santa Rosa. The extension of this road to Healdsburg is only a matter of a short time. Surveys have already been made of the proposed extension.

TELEPHONE SERVICE

Radiating from Healdsburg in every direction is a farmers' and rural system of telephone lines. This service extends through each of the valleys, and is owned by the country residents who have an incorporated system by means of which, and for the small expense of building the line they are directly connected with "Central" at Healdsburg. This gives an almost absolutely free telephone service between neighbors. By this means farmers may order their merchandise from the business men of town, get daily quotations on farm produce, make quick calls for a physician, and have social talks over all portions of the country. Hundreds of miles of line have been built, and extensions are rapidly being made. Healdsburg and vicinity have one of the best telephone systems in the State.

RURAL DELIVERY

The government maintains a regular mail delivery system extending from the postoffice at Healdsburg to all of the outlying districts, covering the four routes upward of 100 miles. Departures are made to the country each day from the morning mail delivery, so that letters and papers reach their destination in the country during the early afternoon of each day.

GOOD ROADS

The many roads leading into Healdsburg are kept in excellent condition under the supervision of roadmasters appointed by the county. The road beds, where required, are covered with gravel

HEALDSBURG,
THE PLEASURE SEEKER'S
PARADISE.
FITCH MT. TAVERN, HEALDSBURG, CAL.
FUN IN RUSSIAN RIVER AT HEALDSBURG, CAL.
CAMP ROSE,
HEALDSBURG, CAL.

which becomes imbedded in the soil, making them hard as cement even during the winter. In summer the long stretches are sprinkled daily, which keeps them free from dust and gives them a solid bed. The roads leading as they do beside the fields of fruitage, and through the timbered lands of oak and madrones, make picturesque drives with ever changing views. Thousands of automobiles pass through Healdsburg every season. Their occupants are always enchanted with the beautiful scenery. Nearly one hunderd automobiles are owned and driven by the business men and farmers of this locality. Nearly every farmer also drives the best of stock in horses, with their equipments.

SPORTSMAN'S PARADISE

The surrounding country is a paradise for the sportsman. Every kind of game abounds in the hills and the valleys. Within a few hours' ride of the city limits may be found deer in plenty, on the mountain ranges. In the valleys are doves, quail and wild pigeons for the sportsman's pleasure. In the mountain streams are the speckled trout, while the waters of Russian River give to the angler the sport with rod and reel, hunting the gamey bass, the salmon trout and the pike. Laws protect the game, making one open and one closed season. There is also a limit on the number any one hunter may kill, thus preserving the sport for the many instead of the few. Fish and game show a marked increase since the enactment of these laws, much to the gratification of the sportsman. Game wardens employed by the State and County attend strictly to the enforcement of the laws.

POULTRY

Poultry of all kinds do exceptionally well in and about Healdsburg. The raising of chickens has been found to be particularly profitable, and satisfactory in its results. A ready and accessible market is at hand for eggs and poultry of all kinds.

LITTLE PICK-UPS

FIVE-ACRE SUGGESTIONS

In the dooryard of Ben H. Barnes, within the city limits of Healdsburg, grows an Imperial prune tree without irrigation, care or cultivation. From this single tree in 1908 he gathered and sold 530 pounds of green prunes at 1½ cents per pound. This tree grows on light uphill land and produced $7.95 worth of fruit. On this basis one can estimate the returns from a five-acre tract of rich bottom land.

From three English walnut trees at the home of John Flack, one mile south of Healdsburg, he gathered and sold last year $77.40 worth of nuts, the price received being 12 cents per pound.

ROSE COVERED COTTAGE
HEALDSBURG HOMES.
MDS
1906

Mr. A. E. Burnham raised on his farm in Dry Creek Valley 900 pounds of red onions on a plot of ground 15 by 40 feet. Approximating 70 of these plots to the acre, 63,000 pounds at 1¼ cents per pound would bring $787.50. Some of these onions weighed 2¼ pounds each. Mr. Burnham also made a fair record on grapes a few years ago. He raised 17 tons to the acre, for which he received at the time $25 per ton.

A. H. Flournoy, who has the largest acreage of hops north of the bay raises an easy average of one ton to the acre from his fields. The variation in the price of hops makes it hard to form a basis for an estimate of the profits of their production.

An average walnut tree in W. B. Whitney's grove measures 34 inches in circumference. His trees are 9 years old and bear a heavy crop.

W. E. Smith has an apple orchard 11 years old on his Mountain View farm, a short distance from Healdsburg, on Mill Creek, from each tree of which he gathers 10 boxes of apples. By keeping his apples till the holiday season he receives as high as $1 per box, or $10 to each tree. His land in the foothills grows 60 trees to the acre. There is also considerable waste from his orchard, which he turns into cider vinegar.

Five years ago O. F. Phillips, of the Dry Creek Valley, raised 20 tons of Savignon Verde grapes from one acre of vineyard land. For this crop he received $25 per ton, or $500 for the acre. On this same farm Mr. Phillips also raised 7 tons of French prunes to the acre, for which he was paid $40 per ton, $280.

From two acres of bottom land two miles south of Healdsburg, Fred Bice sold last year $500 worth of watermelons. That was just a little pickup when he was not busy with his other crops.

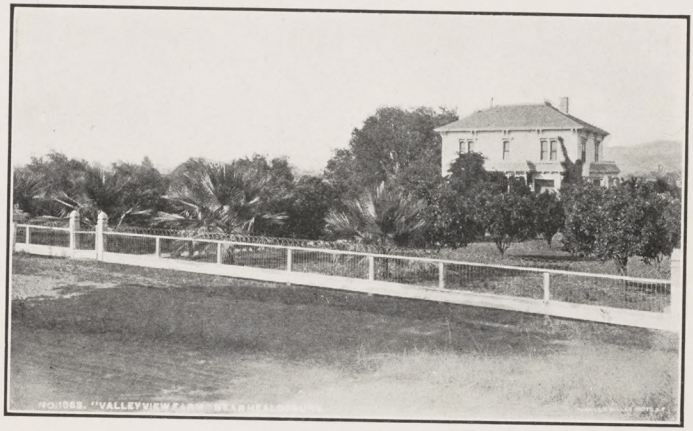
Isaac Bice raises large fields of tomatoes down the Russian River Valley. He easily harvests 20 to 25 tons to the acre. One acre of new land yielded him 40 tons. He gets $7.00 to $7.50 per ton.

In the dooryard of Si Hilgerloh, in Healdsburg, grows a Ponderosa lemon tree. It is now but four years old, and has 51 lemons on the tree, besides blossoms and immature lemons. These lemons will average one pound in weight each.

Mr. W. White has an orange grove of about 300 trees on the foothill land of Fitch Mountain. He averages from 5 to 6 boxes of oranges from each tree, annually, which sell at from 90 cents to $1.00 per box in the local market. This orange grove grows without irrigation.

SHIPMENTS

The following table furnished by the agent of the Northwestern Pacific Railroad shows the carload lots of shipments of produce sent out from Healdsburg during the six months of the year 1908. Besides the carload output there were over 15 carloads of



dried fruit shipped direct to Europe; also about a million pounds sent out each month in small lots.

	Cars.	Tons.
Wine	287	4,295
Dried Fruit	119	2,828
Tan Bark	10	171
Canned Fruit	17	375
Cattle	4	50
Green Fruit	50	937
Miscellaneous	106	2,397
Gravel	199	5,079

LAND VALUES

The value of agricultural land depends upon its location and productive ability, and also upon the market for the produce raised. If land will yield from $500 to $1,000 per acre each year, there can be no question of its value, even with the price at $500 per acre. The land of the Russian River Valley will do all that is claimed for it. The best proof of its value is that its best and quickest purchasers are those who have lived here for years, and know just what they are doing. Our own people are the ones that pay big prices for land, for they know the investment is safe. And for a big profit, never be afraid of Russian River bottom land. It is "good as gold."

A HOME CITY

Healdsburg is an ideal home city. It has all the allurements which Nature can bestow that go toward making it a home place for all who love the peace and quietude as it can be found only outside of narrow city limits. Just at the verge of the city the mountains, with their evergreen foliage, rise from the foothills, and they in their turn, as it were, dissolve into the valley of fruits and flowers. Westward one can almost hear the roar of the great blue ocean, and on the east the sharp outline of the mountain ranges adds its peculiar charm. Then, again, to the south, Mt. Tamalpais and the foothills of the Bay, blue in the distance, while on the north is the Mendocino range, forest-covered, with fir, oak and madrone. These are but some of the environments about the City of Healdsburg, nestled as it is where the soft south winds may touch it, and where the sunshine is but as the threads of a silver web.

SOCIAL LIFE

The social life of Healdsburg is in keeping with its pretty homes, and its picturesque surroundings. There are several organizations of a social nature where the people meet together for amusement and educational purposes. Each year during the winter months two lecture courses are given under the management of a national bureau. The programs of the courses are varied with lectures, recitals and concerts. A good class of performances are also given at the local theater.

BUSINESS OPENINGS

There are opportunities in Healdsburg for

A Good Summer Hotel.

Theatre.

Pickle Factory.

Vinegar Works.

A Shirt and Shoe Factory.

More Fruit Packing Houses.

A Good Up-to-Date Nursery.

A Denatured Alcohol Distillery.

Raising Flowers for the Florist.

Capital to Develop Cement Deposits.

Wealthy People to Build Country Homes.

Thrifty Farmers to Buy Small Tracts of Land.

For for further information write to the

SECRETARY OF
HEALDSBURG CHAMBER OF COMMERCE,
Healdsburg, Cal.

THE WEDDING OF THE VALE

By J. M. Alexander.

I

The Vale and the Mountain were wed one time,
A morning of Spring long ago;
The great Russian River recited the banns
And the birds sang a chorus of glee.
The bride wore poppies of golden hue
And diamonds of glistening dew,
The sunshine came in a silver sheen
And brought for a veil the mists unseen.
There 'neath a rainbow arch the great Mountain King
Took the beautiful bride for his Queen.

II

'Twas long, long ago they were wed,
This mountain and beautiful bride.
On her breast she has woven the rose and the fern,
And nested the birds in her trees,
And the sun and the rain and the wind from the lea
Have gladdened her heart with their song.
The hills and the sky and the big blue sea
Are proud of their beautiful Vale,
For she sleeps in the West—the golden West—
This bride that was found by the king in his quest.

III

From rivers and streams and cold gushing springs
Then drink to the health of the bride;
For the great mountain oak, the redwood and pine,
And orange and olive on hillside and plain,
The high trellised hops and the green trailing vine,
The plum and the peach, and the corn and the grain,
Were born from the heart of this Queen of the Vale.

IV

At home to-day she has written in gold,
And the same has been signed by her lord.
Then come, as she bids, then come to her dell;
You'll be welcome with all of your life and your love.
She'll give you of wealth, contentment and health,
And a feast will be spread for you—
A feast of fruits and of corn and wine,
With garlands of roses and sprays of the vine,
At her home, that is best in this land of the West—
This land of Sonoma, its Queen Sotoyome.

Printed by The Hicks-Judd Co., S. F.

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SHASTA
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